

CONTRACT



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

And:

National Media Research Planning/ POL
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 696487 /		<u>Alt Order #</u> 06204114
<u>Product</u> NRCC IE 2012		
<u>Contract Dates</u> 10/05/12 - 10/11/12	<u>Estimate #</u> 2602	
<u>Advertiser</u> National Republican Cong. Committee		<u>Original Date / Revision</u> 09/13/12 / 09/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSDK	<u>Account Executive</u> Kristin Waskie	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
1	KSDK	10/05/12	10/05/12	LN (M-F)	10-1035p		:30				NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$2,700.00	0.00			
2	KSDK	10/05/12	10/05/12	Ellen	3-4p		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$675.00	0.00			
3	KSDK	10/05/12	10/05/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$2,250.00	0.00			
4	KSDK	10/05/12	10/05/12	5-6a	5-6A		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$575.00	0.00			
5	KSDK	10/05/12	10/05/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$2,475.00	0.00			
6	KSDK	10/05/12	10/05/12	6-7a	6-7A		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$1,125.00	0.00			
7	KSDK	10/05/12	10/05/12	630-7P Wheel of Fortune	630-7P		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$2,250.00	0.00			
8	KSDK	10/08/12	10/08/12	LN (M-F)	10-1035p		:30				NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$2,700.00	0.00			
9	KSDK	10/08/12	10/08/12	5-6a	5-6A		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$575.00	0.00			
10	KSDK	10/08/12	10/08/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$2,475.00	0.00			
11	KSDK	10/08/12	10/08/12	6-7a	6-7A		:30				NM	2	\$2,250.00

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Contract / Revision	Alt Order #
696487 /	06204114

Contract Dates	Product	Estimate #
10/05/12 - 10/11/12	NRCC IE 2012	2602

Advertiser	Original Date / Revision
National Republican Con	09/13/12 / 09/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				2	\$1,125.00	0.00			
12	KSDK	10/08/12	10/08/12	630-7P Wheel of Fortune	630-7P		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$2,250.00	0.00			
13	KSDK	10/06/12	10/06/12	News Channel 5 at 6P Sat	6-630P		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$1,125.00	0.00			
14	KSDK	10/06/12	10/06/12	Sat 6-7A	6-7A		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				2	\$500.00	0.00			
15	KSDK	10/06/12	10/06/12	Notre Dame Football	630-10p		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$1,125.00	0.00			
16	KSDK	10/06/12	10/06/12	NBC Today Show (Sa)	7-9A		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				2	\$900.00	0.00			
17	KSDK	10/06/12	10/06/12	Sat 9-10a	9-10A		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				2	\$900.00	0.00			
18	KSDK	10/07/12	10/07/12	This WK Cards Nation 10a	10-1030a		:30				NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$560.00	0.00			
19	KSDK	10/07/12	10/07/12	News Channel 5 at 5P Sun	5-530P		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$1,125.00	0.00			
20	KSDK	10/07/12	10/07/12	Sun 6-7A	6-7A		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				2	\$450.00	0.00			
21	KSDK	10/07/12	10/07/12	NBC Today Show (Su)	7-8A		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$900.00	0.00			
N 22	KSDK	10/07/12	10/07/12	NFL Regular Season Football	Various		:30				NM	1	\$9,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$9,450.00	0.00			
23	KSDK	10/07/12	10/07/12	Sun 9-10a	9-10A		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$900.00	0.00			
24	KSDK	10/11/12	10/11/12	LN (M-F)	10-1035p		:30				NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$2,700.00	0.00			
25	KSDK	10/11/12	10/11/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$2,250.00	0.00			
26	KSDK	10/11/12	10/11/12	5-6a	5-6A		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$575.00	0.00			
27	KSDK	10/11/12	10/11/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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<u>Contract / Revision</u> 696487 /		<u>Alt Order #</u> 06204114
<u>Contract Dates</u> 10/05/12 - 10/11/12	<u>Product</u> NRCC IE 2012	<u>Estimate #</u> 2602
<u>Advertiser</u> National Republican Cong		<u>Original Date / Revision</u> 09/13/12 / 09/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$2,475.00	0.00			
28	KSDK	10/11/12	10/11/12	6-7a	6-7A		:30				NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				2	\$1,125.00	0.00			
29	KSDK	10/09/12	10/09/12	Tonight Show	1035-1137p		:30				NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$1,010.00	0.00			
30	KSDK	10/09/12	10/09/12	5-6a	5-6A		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$575.00	0.00			
31	KSDK	10/09/12	10/09/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$2,475.00	0.00			
32	KSDK	10/09/12	10/09/12	6-7a	6-7A		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$1,125.00	0.00			
33	KSDK	10/09/12	10/09/12	630-7P Wheel of Fortune	630-7P		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$2,250.00	0.00			
34	KSDK	10/10/12	10/10/12	LN (M-F)	10-1035p		:30				NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$2,700.00	0.00			
35	KSDK	10/10/12	10/10/12	Ellen	3-4p		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$675.00	0.00			
36	KSDK	10/10/12	10/10/12	5-6a	5-6A		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$575.00	0.00			
37	KSDK	10/10/12	10/10/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$2,475.00	0.00			
38	KSDK	10/10/12	10/10/12	6-7a	6-7A		:30				NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				2	\$1,125.00	0.00			
39	KSDK	10/10/12	10/10/12	630-7P Wheel of Fortune	630-7P		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$2,250.00	0.00			
N 40	KSDK	10/10/12	10/10/12	Chicago Fire	9-10P		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$2,250.00	0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
		1	KSDK	10/08/12-10/14/12	Chicago Fire	9-10P	---W-----	:30		\$2,250.00	0.00	NM	
Credited													
N 41	KSDK	10/08/12	10/11/12	Noon News	12-1230p		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWT---				1	\$675.00	0.00			
Totals										0.00		47	\$72,270.00

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<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/05/12 - 10/11/12	NRCC IE 2012	2602

<u>Advertiser</u>	<u>Original Date / Revision</u>
National Republican Cong	09/13/12 / 09/13/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/11/12	47	\$72,270.00	\$61,429.50
Totals	47	\$72,270.00	\$61,429.50

Signature: _____ **Date:** _____

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